

THE

Chicago Number

QUILL

CIRCULATION THIS ISSUE, OVER 23,000

A MAGAZINE FOR JOURNALISTS

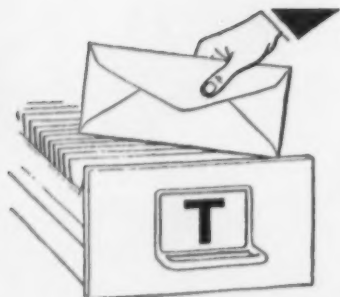


January, 1954

CHICAGO JOURNALISM IS UNIQUE IN THIS

Copy for four dailies, a wire service and a TV station awaits the pneumatic tube system linking their newsrooms. See page 29.

30 Cents



LIVE ITEMS FROM OUR MORGUE



**WAY
PAG**

**That's what the trucking industry is expected to spend
in gross national outlay by then!**



By 1975, the trucking industry is expected to spend 63 billion dollars for goods and services. America's suppliers—of everything from cotton to aluminum—and America's labor force will split this gigantic "melon" among them, with a profound effect on the nation's prosperity. Because the \$63 billion (conservatively

projected from present expenditures and current trends) will, in 1975, account for TEN PER CENT of America's gross national product. ("GNP", as you know, is an economist's yardstick—the dollar value of all goods and services produced in a year.)

Walter F. Healey
Chairman

American Trucking Associations

*Source: "Trucks in 1975", by Carroll J. Roush, based on the findings of the President's Policy Committee (Policy Commission).



AMERICAN TRUCKING INDUSTRY

American Trucking Associations
Washington 6, D. C.

THE QUILL for January, 1954

Bylines in This Issue

THIS issue of *THE QUILL* is devoted to Chicago journalism in all its aspects. Chicago is the intensely competitive and colorful newspaper town that gave birth to the classical play of journalism, "The Front Page." But it is also a nerve center of the wire services, a major field of radio and television news and, as a mighty industrial and trading city, a hub of

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The *Journal* was not a member of the City News Bureau, the agency which collected the unofficial vote figures, but Bill's boss had appropriated the CNB spindle set up to supply courtesy returns to Mayor Edward J. Kelly. Ferris' job was to keep the Kelly spike

cleared, bringing the spike in a nearby room. Ferris, a graduate of the University of Illinois who did post graduate work at Northwestern. He began news work as a weekly correspondent for the (Ill.) *Herald and Review*. He was fired during AP's market stint with time out for war.

His "Radio, TV Hit Stride" (page 19), Sam Sargent ends about four hours a day of the 15 minute

news show which is read daily (except Saturday and Sunday) from NBC's Chicago studio by Norman Barry. Sam also puts in writing talent for two other casts, a radio and a television offering.

LOS Sam spent three and one half years of service before attending University where he earned his degree in journalism in 1950. He began work at NBC during his last year in college.

THE author of "Newsmen Investigate Everything in Chicago" (page 11) has been a Chicago bureau staffer for the *Associated Press* since 1929, after graduation from Loyola University and a two-year stint writing news and sports for the *Davenport (Ia.) Times*.

William J. Conway has handled gang wars, the Insull debacle, Chicago's world's fair in 1933-4, the '38 world series, the Stockyards fire, the Braddock-Louis title fight, the Degan kidnap-slaying, and had the assignment of shadowing the nominees at both conventions in 1952.

One of the biggest assignments he ever had, from the standpoint of pos-

sibilities, was covering the end of the world at the side of Wilbur Glenn Voliva who predicted the final day in September, 1934. On the fateful day, Conway journeyed to Zion, Ill., Voliva's headquarters, and prepared to phone the awful story to Chicago. But, he recalls, "the day passed without incident."

SAM BLAIR, who wrote "Conventions? How Would You Like to Cover 1,028?" (page 23), is the second newsman of that name in his family, and he hopes that Sam Jr., one of his three youngsters, will follow the journalistic path. Sam's late father was for many years a star reporter and rewrite man on the old Chicago *Herald-Examiner* who tracked down the bandit, Pancho Villa, in Mexico and interviewed him on the march.

The Sam who writes of convention-eering in Chicago attended Culver-Stockton College at Canton, Mo., and left in 1942 to serve with the Marines in the Pacific. He did a stint with the City News Bureau of Chicago and has been with the *American* six years.

EDWARD S. KITCH, author of "Chicago News Has Its Own Subway" (page 29) and Chicago editor for *Wide World* photos and *AP News* features, recalls that he has helped to put a lot of maps on the map. It was an omen for such struggling unknowns as Frank Liberace, Charlton Heston and others to have features done on them by Kitch.



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Liberace was a struggling night club comic when Ed photographed him some five years ago, making pancakes in his hotel room. Heston had just finished his first part—Mark Antony in "Julius Caesar," filmed on a shoestring and 16 mm film by his Winnetka, Ill., neighbor, David Bradley—when Kitch interviewed him.

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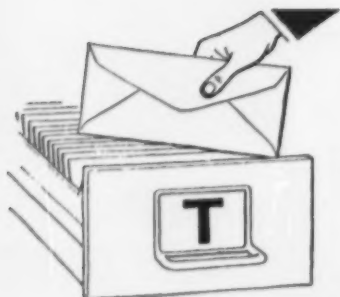
IN "Business Journalism Reflects War and Boom" (page 25), **Ralph W. Jones** tells how Chicago trade publications have gone ahead in staff and technique. Jones, who is Chicago news director of Fairchild Publications, Inc., says that his firm's three dailies,

NAVY GAMES

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He put in two years with the *Elgin (Ill.) Courier-News* before attending Northwestern University and graduating from its Medill School of Journalism in 1929. He was editor of *Western Electric's* house magazine for two years before joining *E & P*.

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The content of this issue was written by Chicago journalists. Inasmuch as both the editor and managing editor of *THE QUILL*, who did their usual chores with pencil, typewriter and cropping crayon, are also Chicago newspapermen, the issue is quite literally a Chicago product. It is the concept of the Chicago Headline Club, lively professional chapter of Sigma Delta Chi, which assigned articles and solicited advertising.

GEORGE BRANDENBURG, the author of "Busy Clubs Aid Press, PR People" (page 27), should know his subject. He is a past national



GEO. BRANDENBURG

president of Sigma Delta Chi (1938-39), headed the Headline Club, Chicago chapter of the professional journalistic fraternity, in 1933, and is a vice president of the Chicago Press Club.

As Midwest editor of *Editor & Publisher*, he probably has attended more meetings and conventions of newsmen than anybody. George has rounded out twenty-two years with *Editor & Publisher* since opening its first full-time Chicago news bureau in 1931.

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Ferris is a graduate of the University of Michigan who did post graduate work in economics at Northwestern University. He began news work as a \$12.50 a week correspondent for the Decatur (Ill.) *Herald and Review*. He's been doing AP's market stint thirteen years, with time out for war-time Navy duty.

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From where I sit by Joe Marsh

Hope "Cappy" Told Him Where To Get Off!

"Cappy" Fisher—who just retired after thirty-five good years as a railroad conductor—was telling us about a salesman who was often one of his passengers.

"That man was so busy," says Cappy, "he used to bring a Dictaphone on the train to catch up on his letters. On one trip he'd been rushing around so much he clean forgot to bring his ticket. Left it on his desk."

When Cappy started to tell him not to worry about the ticket, the salesman busts out with "Who's worried about the darn ticket? It's just that now I don't know what city I was going to get off at!"

Cappy might have been pulling our leg, but from where I sit, lots of us get so wrapped up in ourselves we often forget "where we're going." Some folks get so narrow they even begrudge their neighbors the right to enjoy a glass of beer now and then. Let's not forget that just as trains run on steam and oil, democracies run on freedom and tolerance!

Joe Marsh

Copyright, 1951, United States Brewers Foundation

two weeklies and one bi-monthly business papers have no trouble digging up scoops. The headache, he says, is explaining to miffed industrialists, after the stories are printed, that news is news, and might just as well be printed as whispered about.

Jones started in journalism before the Hitler-Mussolini-Hirohito war as a sports writer on the Trenton (N. J.) *Times* after studying at the University of Wisconsin. He's been with Fairchild since 1945, heading the Philadelphia bureau from 1947 to 1949.

ALLAN MCGHEE, editorial director of the Corn Belt Farm Dailies and editor of the Chicago *Daily Drovers Journal*, was editor of the Kansas City *Daily Drovers Telegram* before coming to Chicago in 1953.



ALLAN MCGHEE

A graduate of Kansas State College in 1938, he majored in industrial journalism. Allan has been close to his subject, live stock—too close, he admits, the day he was stepped on by a very large bull. These years of experience are behind "This Newsman Must Know His Animals" (page 21).

HAROLD BRUND, author of "The Making of a Reporter: Check and Double Check" (page 14), has been a reporter for the City News Bureau of Chicago since early 1953, most of that time on police beats. "The very first day I walked into a police station and told the sergeant I was a City Press man, he drew a line on the floor with his toe and said 'Don't come across this line,'" Harold recalls. "I really had to make friends with and influence that desk sergeant before I could go to work."

Bruno, answering a police radio call announcing a shooting—a thing a reporter learns to do cautiously after a while—got to the scene of a double shooting with the first two policemen. "I sure got a scoop," he said. "Called in a bulletin to the office right away. But then things got mixed up. It was an hour before I was able to supply the names of the dead man and the wounded woman. And the office was on my neck all that time."

Hal graduated from the University of Illinois in 1950, worked for *Advertising Age* and the DeKalb (Ill.) *Daily Chronicle* before joining CNB.

THE QUILL for January, 1954

Of course it has its imitators... What really great product hasn't?

The Zenith Super Trans-Oceanic remains the one twelve-year proved world-wide portable, and it costs less than any of them.

Twelve years ago, Zenith created a new kind of radio. It was born of an experience in developing short wave equipment that started back in 1923. It was called the Zenith Trans-Oceanic.

Compact, portable, self-powered, it could get every country in the world. It would work on AC or DC... inside steel buildings, on decks, in trains or in planes. It would perform with incredible dependability under conditions where every other radio failed.

The world took this new kind of radio to its heart. It became the inevitable companion of explorers, diplomats, heads of state, foreign language students, sportsmen, yachtsmen, men

in service. It is owned by more of the world's great men than any other like product.

Over the years, the Zenith Super Trans-Oceanic has kept pace with all advances in the science of Radionics.

By today, naturally, its success has spawned a host of imitators.

Don't let them fool you. Look, first, and last, at the Zenith Super Trans-Oceanic. It is the only 12-year-proved world-wide portable. It costs you less than imitations, \$124.25*. Today, no other radio of this kind gives you all the features Zenith puts into its official trans-world portable.

The genuine costs you less. Why pay more for imitations?

ASK ANY ZENITH OWNER

ZENITH
The royalty of television and **RADIO**

Backed by 35 Years of Leadership in Radionics Exclusively
ALSO MAKERS OF FINE HEARING AIDS
ZENITH RADIO CORPORATION, Chicago 39, Illinois

Zenith Powerized Features:

- Long Distance chassis tunes you in on a wealth of programs from the 72 countries broadcasting on International Short Wave.
- Tropically treated against humidity, to prevent loss of sensitivity.
- Only Zenith has the patented detachable Wavemagnet® and 5-ft. Pop-up Waverod® antennas which increase the range of Standard Broadcast and Short Wave reception.
- Receives ship-to-ship and ship-to-shore phone conversations, Marine and Weather reports, and amateur broadcasts as well as popular programs from all over the U. S.
- Zenith-built Alnico 5 speaker for "big set" tone. Push-button band selection.
- Zenith's exclusive Radiorgan® tone control gives you choice of 16 different tonal combinations.
- Works on AC, DC or long-life batteries.

One of these battery-operated portables is as necessary in your home as a flashlight in case of power failure caused by air raid or other emergency.

*Manufacturer's suggested retail price, not including batteries. Slightly higher in far West and South.



Now Even Better! Invest More in Savings Bonds

COPY, 1953

As an Editor trained in weighing Facts—

WHICH OF THESE 4 FORMS OF TRANSPORTATION WOULD YOU LIKE TO OPERATE?



We Americans make a great deal of noise about equality of opportunity in this country.

It is quite likely, however, that if you operated one of these four forms of transportation you'd make a lot of noise about *inequality*.

Suppose, for example, you operated a railroad. Naturally, you'd compete with companies using the waterways, the highways and the airways.

Only *you*, however, would have to pay out of your own pocket the cost of building and maintaining

your right of way—in addition to paying taxes on it.

Only *you* would have to build and maintain your stations—and pay taxes on them—while various governmental bodies build and maintain airports, waterway facilities, highways, and bus and truck terminals for your competitors.

If you were in the railroads' position, you would undoubtedly feel as they feel: that they are placed in an unfavorable competitive position vis-à-vis other, subsidized forms of transportation—in addi-

tion to being burdened with many outmoded federal and state regulations that hinder them from operating at the peak of economic efficiency.

The railroads feel that the public would be better served if competitors in transportation were put on an equal basis—with *all* forms of transportation offering only services their *customers* were willing to pay for, instead of being paid for out of the taxpayer's pocketbook. . . . Eastern Railroad Presidents Conference, 143 Liberty Street, New York 6, N. Y.

INDUSTRIAL RESEARCH...

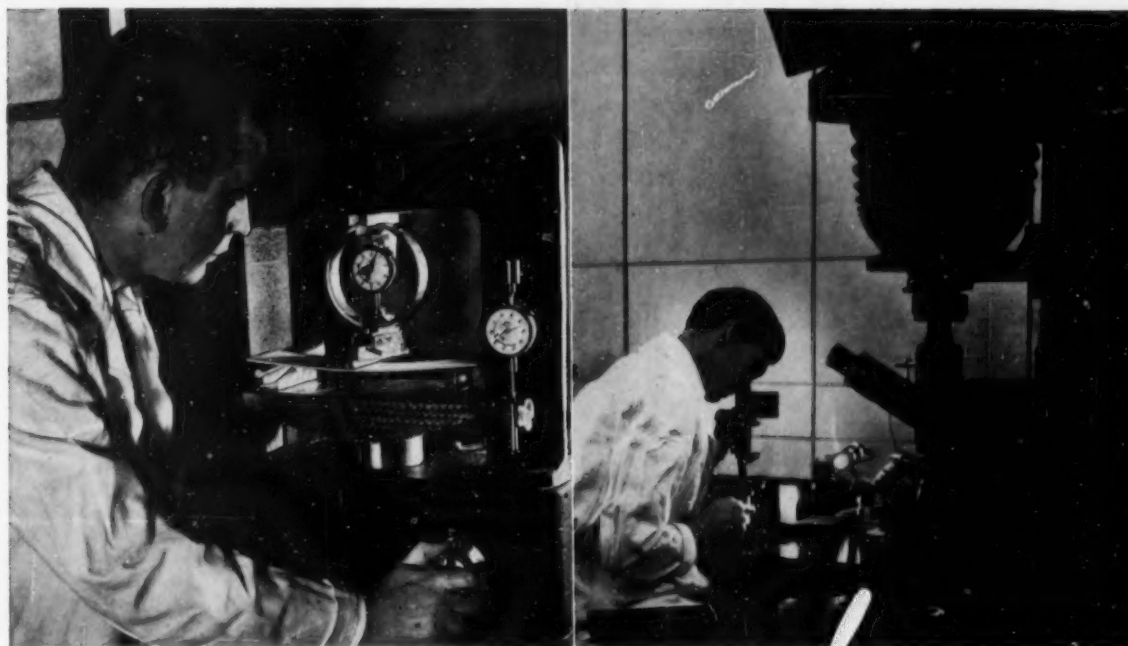


Photo by Sheldon Machlin

In Action!

New and wonderful frontiers are being explored as industry applies science through research to create jobs and raise living standards... it is a dramatic day-to-day story. Typical of these activities is the work being done at the Johns-Manville Research Center at Manville, N. J., the world's largest laboratories devoted to building materials, insulations and

allied industrial products... scientists from 100 college and universities, working in 200 laboratories are unfolding new stories in improved living conditions and greater industrial efficiency for an America that demands the best... every day at Manville we see the results of industrial research in action.

Johns-Manville Corporation
22 East 40 Street, New York 16, N. Y.
Telephone: LExington 2-7600

How a railroad saved \$3,000,000 a year

—and made its customers happier

These are actual figures taken from the records of one of America's leading railroads.

In 1946, when the first General Motors Diesel locomotive went on this line, costs of operating and maintaining steam locomotives totaled \$9,600,000.

Four years later this road was completely dieselized. Traffic had increased. Costs had been reduced to \$6,400,000—a saving of over \$3,000,000 in one year's operation!

Business went up because, as everyone knows, trains headed by this

modern motive power operate on swifter schedules, ride more smoothly and have a habit of arriving on time.

Shippers discover, too, that their goods are delivered more quickly and more dependably with less damage to lading, because of the Diesel's smoother operation, which travelers also appreciate on passenger trains.

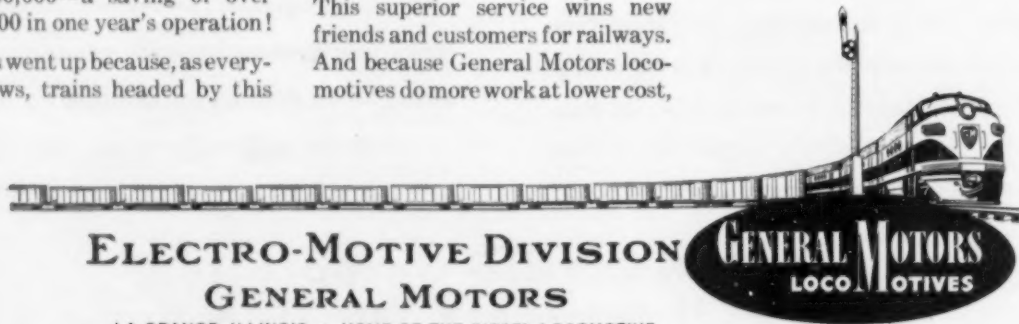
This superior service wins new friends and customers for railways. And because General Motors locomotives do more work at lower cost,

they pay for themselves rapidly—often in five years or less—contributing savings for the purchase of other new equipment needed by the railroads for better service.

Railroads cannot afford to delay—

**COMPLETE DIESELIZATION
WILL SAVE MILLIONS!**

For full information, write for booklet.
"HOW COMPLETE DIESELIZATION PAYS OFF."



LA GRANGE, ILLINOIS • HOME OF THE DIESEL LOCOMOTIVE

IN CANADA: GENERAL MOTORS DIESEL, LTD., LONDON, ONTARIO

THE QUILL for January, 1954

THE QUILL

A Magazine for Journalists

Founded 1912

Vol. XLII

No. 1

"The Front Page"—1954 Vintage

WILLIAM J. CONWAY, writing in this special issue of *THE QUILL* devoted to Chicago journalism, recalls that Arthur Brisbane once called it the best reported city in the United States. Observing the spate of investigative reporting that has especially distinguished the Chicago press in recent years, Conway suggests that even if Brisbane was not right three decades ago, he would be now.

As a Chicago newspaperman myself, of even slightly greater antiquity than Bill Conway, I would vote Brisbane right both times. Chicago journalism has changed in my time. But the ways in which it has changed do not differ much from changes in technique and personnel everywhere. In certain aspects that long made Chicago notable, if not unique, as a newspaper town, it has changed little, if any.

This special quality has sprung partly, I think, from a bitterly competitive tradition that animates the city's newsrooms today as it did when I was a youngster and there were daily headshakings over rivals' eight column banners, and vice versa. The replates are no longer with us—radio came of age and took care of that—but the rivalry is still there.

If two old Chicago newspapermen, Charles MacArthur and Ben Hecht, should return to write "The Front Page" in the vintage of 1954, the Chicago reporters in the cast would still be conniving against each other's news editors. But the quarry would not be a fugitive killer, but a non-existent payroller or the bashful owner of a condemned slum tenement.

Whatever the special degree of Chicago competition, it remains rare. The growth of monopoly newspaper cities alone would insure that. There are very few towns left with four or more general circulation dailies to compete. Chicago competition has always been tough and fast.

I OFTEN think that if there is some one outstanding special quality of Chicago journalism, it may lie in an attitude of Chicagoans toward Chicago. It is reflected strongly in their press. This is a frankly critical attitude toward a city of which its inhabitants are really proud, but rarely blindly boastful.

"Big Bill" Thompson, a mayor who afforded Chicago journalism some of its gaudiest copy for a generation, was an advocate of "Throw away your hammer and get a horn." This civic battle cry never took in local newsrooms, and not merely because most newspapers disliked "Big Bill" and much of his political works. News editors and editorial writers have always figured that more could be done about Chicago with a hammer than a horn.

Like any big city, Chicago has its share of crime, a

shockingly snarled traffic, and a slum problem that has rotted the city around its busy core, the Loop. If its political machines have not been the worst in the land, they have been as bad as the worst.

But do Chicago journalists ever tread carefully in exposing all this to the world? No more than Chicagoans mind reading or hearing about it. Neither press nor public has the typical chamber of commerce attitude (to be fair, the Chicago Association of Commerce is not the typical drum-beating commercial organization either, despite its quiet battles for a better city).

Chicagoans are aware of their preeminence as meat packers, steel makers and merchandisers and shippers to the whole Middle West, not to mention the ships flying foreign flags that make their way through the Great Lakes. Chicago journalists may even do a bit of statistical bragging when a steel ingot report or an International Live Stock Exposition reminds them about it.

Between times they tell the world about today's problems, just as they told the world about the roar of sawed-off shotguns and the rattle of submachine guns in the days when public enemies were busy liquidating each other. I have even bragged editorially about the badness of Chicago's whimsical weather. Perhaps my motive was a half conscious attitude of: "We're Chicago. We don't need weather too."

ARTHUR BRISBANE was right both times because Chicago journalism reports local news with a vim that is matched in few places and surpassed nowhere. That does not keep it from covering Springfield (despite an intermittent feud with "downstate," Chicago feels much more at home in Illinois than New York City does in New York State) and Washington and London and Panmunjom and sometimes Timbuktu. But even its foreign correspondents show a restless energy and write with a color that is Chicago reporting.

I came to a Chicago newsroom when one of America's best known poets still sat in a corner and it was a perverse mark of distinction not to have written a book. The "tramp" copyreader was with us although he was sometimes an ex-managing editor who read Greek for fun. The great police reporter of that day has simply been replaced by the great-police reporter of today.

This bit of reminiscence reminds me that in assigning topics for a Chicago issue of *THE QUILL*, it did not occur to anyone to ask for a "history" of Chicago journalism. Chicago journalists have a normal sentiment about their past, but it is not in their nature to dwell much on history. I have picked up a modest bit of my city's journalistic record and legend, before my own quarter century, by osmosis. One of these days I must look into it seriously.

CARL R. KESLER

EDITOR	ASSOCIATE EDITORS				BUSINESS MANAGER	PUBLICATION BOARD
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1954 SIGMA DELTA CHI Awards Announcement

General Information

Awards

The Sigma Delta Chi Awards for Distinguished Service in Journalism have been awarded annually since 1932 for outstanding achievements in journalism during a calendar year and winners are usually announced in April.

The awards proper consist of bronze medallions and accompanying plaques.

Exhibits

All awards except those for public service, are offered to individuals for specific work done by Americans during the calendar year 1953.

Each nomination must be accompanied by an exhibit, in scrapbook form, of clippings, manuscript, recordings or film and name and date of publication, broadcast or telecast. A brief biography of individuals nominated should accompany all nominations.

A nomination intended for more than one division requires an exhibit for each category.

Exhibits cannot be returned except upon written request at

the time entry is submitted. Such material will be returned to sender by express collect unless other arrangements have been made. All prize-winning exhibits become the property of Sigma Delta Chi.

Nominations

Nominations for any one of the Sigma Delta Chi Awards may be made by the author or any other party. No specific nomination form is required. Awards are open alike to non-members of Sigma Delta Chi and members, men and women.

February 1, 1954 is the deadline for nominations. Nominations postmarked on that date will be accepted. Mail or express entries to: Victor E. Bluedorn, Executive Director, Sigma Delta Chi Awards in Journalism, 35 East Wacker Drive, Chicago 1, Illinois.

Judging

The material submitted for consideration for the awards will be judged by a jury of veteran and distinguished journalists. All decisions will be final. Any award may be withheld in case the judges decide that none of the material submitted is worthy of special recognition.

Awards Categories

Press (General)

1. **General Reporting:** For a distinguished example of a reporter's work, either a single story, or a series on a related subject, published during the year, the test being readability, accuracy and completeness, interest, enterprise and resourcefulness of the reporter in overcoming obstacles.

2. **Editorial Writing:** For a distinguished example of an editor's work, either a single editorial or a series relating to the same subject, published during the year.

3. **Washington Correspondence:** For a distinguished example of a Washington, D. C., correspondent's work, either a single article or dispatch, or a series of articles on the same or related subject matter, published during the year.

4. **Foreign Correspondence:** For a distinguished example of a foreign correspondent's work, either a single dispatch or a series related to the same subject matter, published during the year.

5. **News Picture:** For an outstanding example of a news photographer's work, either a single picture, or sequence or series of pictures by an amateur or professional photographer, published during the year.

6. **Editorial Cartoon:** For a distinguished example of a cartoonist's work, a single cartoon published during the year, the determining qualities being craftsmanship, interest, forcefulness and general worth. (Nominations of any one cartoonist's works should be limited to not more than six cartoons.)

Press (Newspapers)

7. **Public Service in Newspaper Journalism:** For an outstanding public service rendered by a newspaper in which exceptional courage or initiative is displayed in face of opposition from antisocial forces, political, or other discouraging or hampering forces. Nominations are to be accompanied by a complete file of clippings together with a statement of facts concerning the circumstances which prompted the newspaper in its undertaking and the results obtained.

Press (Magazines)

8. **Magazine Reporting:** For a distinguished example of current events reporting by a magazine writer, either a single article or series related to the same subject, published in a magazine of general circulation during the year.

9. **Public Service in Magazine Journalism:** For an exceptionally noteworthy example of public service rendered editorially or pictorially by a magazine of general circulation, special

consideration being given to leadership or service achieved in the face of anti-social, political or other hampering forces, other tests being extent of good accomplished, enterprise, initiative, and effectiveness of presentation through pictures, articles, editorials and other graphic means. Nominations are to be accompanied by a complete file of clippings together with a statement of facts concerning the circumstances which prompted the magazine in its undertaking and the results obtained.

Radio or Television

10. **Radio or Television Reporting:** For the most distinguished example of spot news reporting of a single news event, scheduled or unscheduled, broadcast by radio or television during the year.

11. **Radio or Television Newswriting:** For a distinguished example of newswriting or commentary for radio or television. Nominations must consist of either a partial or complete script, broadcast or telecast during the year.

Radio

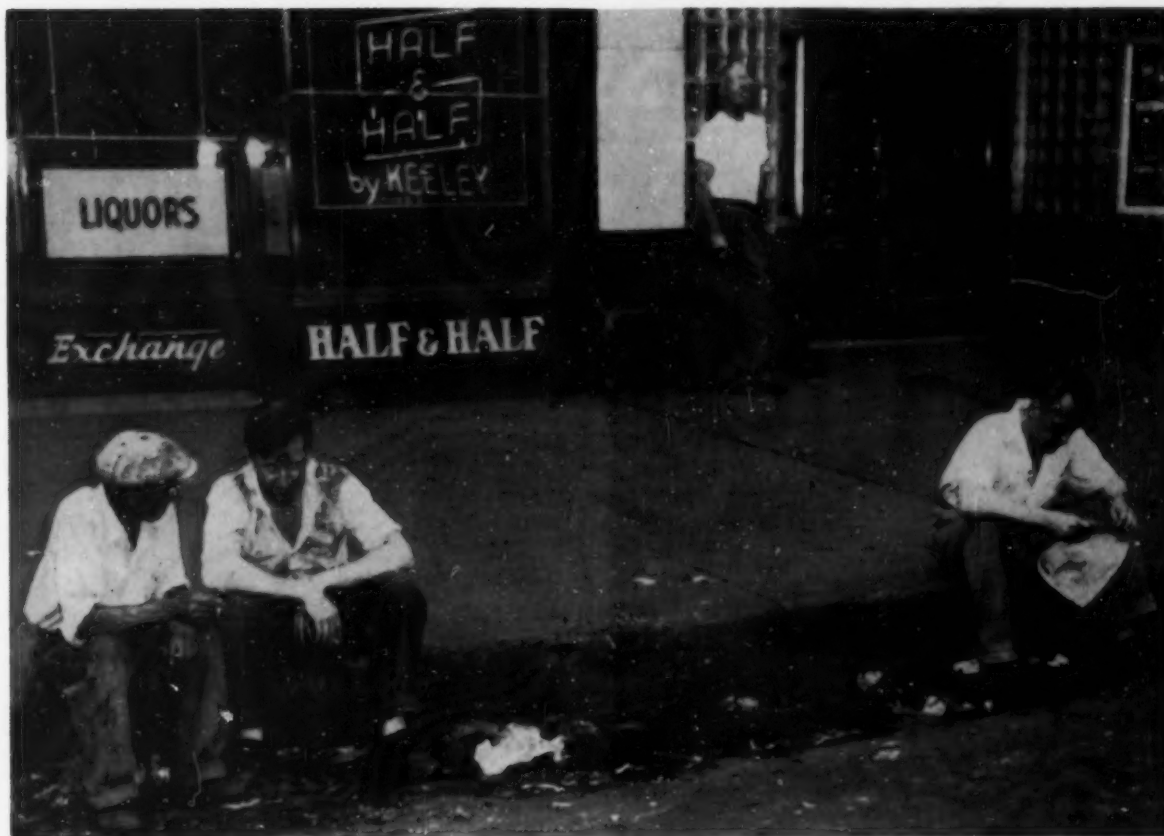
12. **Public Service in Radio Journalism:** For an outstanding example of public service by an individual radio station or network through radio journalism, the test being the worth of the public service, the effectiveness of the presentation by the station or network, and the unselfish or public-spirited motives, bearing in mind that the broadcasts must be journalistic in nature, not entertainment. Commercially sponsored radio programs are not eligible.

Television

13. **Public Service in Television Journalism:** For an outstanding example of public service by an individual television station or network through television journalism, the test being the worth of the public service, the effectiveness of the presentation by the station or network, and the unselfish or public-spirited motives, bearing in mind that the broadcasts must be journalistic in nature and not entertainment. Commercially sponsored programs are not eligible.

Research

14. **Research About Journalism:** For an outstanding investigative study about some phase of journalism based upon original research, either published or unpublished, and completed during the year.



Fred Bird (second from the left) and Bill Mooney (right) really went to the gutter for the inside story of conditions on Chicago's Skid Row. The Daily News reporters spent weeks getting a series of stories first hand.

The journalism that inspired "The Front Page" was great, if often gaudy, reporting. A quarter of a century later a new generation of **Newsmen Investigate Everything in Chicago**

By WILLIAM J. CONWAY

ARTHUR BRISBANE once called Chicago the best reported city in the United States. He may have been right—or he may have been premature.

Chicago is a much better reported town now than it was when Brisbane handed down his opinion. That was in the touch-and-go '20s.

Reporters have undergone a transformation since the seriocomic era that gave "The Front Page" to drama. There has been a change, too, since they traced the shots heard 'round the world during Prohibition's gang wars.

Standard equipment then was a roster of Public Enemies and a mental glossary of lurid adjectives. A bottle of bathtub gin, some of the older hands say, was optional.

The gin, the roster and the glossary have been replaced by a figurative spade. The journalists are digging on a scale that well could be without precedent or parallel.

"Investigative reporting" is the professional term for it. A few case histories will show you what is meant.

IN October, 1950, the Chicago Tribune received complaints from families of workers in Chicago's main post office. The burden of the laments: The postal workers were losing money on the horses.

George Bliss, a reporter with a gift of tongue, loafed about the neighborhood. He formed chatty acquaintances with bookies in a tavern, a shoe shine parlor and a cigar store. They

beefed that much of their business had been taken by inside competitors.

Now the main post office on Canal Street is a huge plant. It houses about 20,000 employees, including guards. But, after a week of scouting and surveillance, Bliss dressed himself like a typical employee, and walked in.

He roamed through the building, gabbed with "fellow workers," observed operations, placed a couple of bets. The result: A bannered story about an "elaborate and highly efficient handbook system" on Uncle Sam's property.

A modern news-gathering Shamus, of course, has to dress the part he plays. And none dressed farther down on the sartorial scale than Bill Mooney and Fred Bird of the Chicago Daily

News. They looked, and lived like bums while gathering vivid, down-to-the-gutter stories about life among the mildewed set on Chicago's Skid Row.

About the time that Bliss was casing one federal building the Senate Crime Committee was conducting hearings in another, the U. S. Courthouse.

One witness was Captain Daniel A. "Tubbo" Gilbert. He was chief investigator for the state's attorney and also was known as "the world's richest cop."

The session was held behind closed doors. The chairman, Estes Kefauver, gave newsmen a post facto fill-in. Gilbert, it was reported, had said that he parlayed a cop's salary into a \$365,000 fortune by speculating in stocks, bonds and grain, and wagering on sports events and elections.

Gilbert, at the time, was the Democratic candidate for sheriff of Cook County. The Chicago *Sun-Times* reasoned that the voters were entitled to a full account of the captain's testimony before the Nov. 7 election.

But time and circumstances permitted only swift and direct action. So Ray Brennan, a direct-action newsman, went to a stenographic service in Washington and obtained a copy of the transcript of the hearing.

A detailed report was published five days before the election. Gilbert took a licking at the polls in a county which usually gave his party plump pluralities.

In the waning days of the national Democratic administration—two years later—Brennan was indicted twice in Washington. It was charged that he misrepresented himself as an attache of the crime committee in obtaining the transcript. The government withdrew the first indictment. A judge tossed out the second one.

THE Senate Crime Committee provided the initial spark for another inquiry, by the Chicago *Daily News*, in August, 1951. A committee investigator informed Ed Lahey of the *Daily News* Washington bureau that several politicians seemed to be making money at a race track, and it wasn't being passed out at a parimutuel wicket.

Lahey relayed the tip to City Editor Clem Lane. Lane assigned reporters to a sleuthing job. It concerned the Chicago Downs Association, which conducted harness races at suburban Sportsman's Park.

The track had been used only for saddle horses until 1949, when the Illinois legislature opened the legal gate for harness racing there. "Legislators who helped pass the law," the *Daily News* reported, "were offered

stock in the Chicago Downs Association at ten cents a share."

After the first race meeting of twenty-four nights, it added, the association paid a \$1 dividend on each share of stock. Adlai E. Stevenson, who was governor at the time, labeled this "curious financing."

Readers soon were informed that nine legislators or members of their families owned stock and eight lawmakers were on the track payroll. In-



Bill Conway, Associated Press reporter, shown at the recent AP managing Editors' meeting in Chicago.

vestigation established that no law had been broken—except, perhaps, the law of averages of returns on investments.

A fellow armed only with a press card, a pad and a pencil sometimes can follow a trail as well as a badge-carrying law enforcement officer. And, on occasions, he can do a better job of bird-dogging.

On June 17, 1952, Robert L. Knetzer walked out of the city jail in Springfield, Ill., with a phony U. S. marshal. He became, at once, as hot as a stolen atomic reactor.

Knetzer was a reverse-gear automobile dealer who sold so many cars at such bargain prices that he ran up debts of \$2,500,000. At the time, he was a federal prisoner. Hence, he was fair game for the FBI.

Knetzer was also a fabulous news figure and, as such, big game quarry

for newsmen. Harry F. Reutlinger, managing editor of the Chicago *American* who is quick to scent a story, sent three reporters on safari.

"We know that Knetzer visited certain large cities," Reutlinger said. "We narrowed down the hunt for him by watching everyone who ever had been associated with him."

Knetzer was found thirty-four days after he had escaped, and newsmen surrendered him to government officials. Reutlinger's memo had this footnote:

"Incidentally, when Le Roy (Buddy) McHugh, our chief police reporter, caught up with Knetzer he was in a hotel directly across from the FBI offices in Omaha."

INVESTIGATIVE reporting, as you may have noted in reading these vignettes, is costly in manpower and man-hours. There may be rewards in circulation increases. But, gain or no, the price is paid for the privilege of implementing the citizens' right to know what is going on.

The *American* busied four reporters for three weeks on a series on "shyster landlords." It invested a month's work by three reporters in a series on relief chiselers.

There are calculated risks, too. Paul "The Waiter" Ricca, Louis "Little New York" Campagna and Charles "Cherry Nose" Gioe were given federal paroles after they had served only part of their ten-year sentences for conspiracy to extort one million dollars from the movie industry.

These men were of the Capone syndicate's heirarchy. The *Tribune's* Jim Doherty spent months prying into the government's benignity and its ramifications. The paroles were cancelled but subsequent court action blocked the trio's return to prison.

Since World War II dozens of off-trail stories have been developed on dozens of subjects. News operatives spanked drink-cadging barroom butterflies with type sticks, blew the whistle on racketeers, held the stopwatch on slow-motion city labor crews.

Not long ago a city paving gang veered from its workaday route for a few minutes—just long enough to put a new asphalt top on the doorstep of a saloon.

It wasn't much asphalt—just about enough to cover a man's overcoat. But before it was cold a reporter and photographer were at the scene.

Often one newspaper makes the first break on a story. Presently it is in the public domain of Chicago journalism.

A *Daily News* investigation of county payrolls in 1952 got off to an un-

crowded start. But soon it resembled a fox hunt with the pack in full cry. The "yoicks, yoicks" were omitted from the accompanying sound effects but there were fair imitations in the "yuk, yuks" of the public.

The hunters found, among other things: About 100 employes did little, if any, work. They were cashiered. One forest preserve employe's check was mailed to his place of residence—in Arizona.

The huntsmen flushed a titillating mystery story from the civic woods. It was build around a spirit, who became known as the "phantom pay-roller."

This disembodied public servant had a name. It was "James Addison." He was listed as a \$200-a-month clerk, and thirty-two checks were made out to him. Some, if not all, of them were cashed. But nobody, before or since, ever has seen him. The county got rid of him, sight unseen.

MICHAEL Moretti, who was no wraith, materialized as a Page 1 figure in August, 1951. He spent an evening shuttling among taverns.

His excursion was interrupted by a midnight brawl in a saloon and it was ended before dawn in a burst of gunfire. He shot three youths, killing two of them.

Moretti was a policeman assigned to the office of the state's attorney, the chief prosecutor of the county. A grand jury investigated and, a week later, decided to give Moretti a pass.

The freeing of Moretti touched off protests of "whitewash." Milburn Akers, executive editor of the *Sun-Times*, put more than a dozen men on the case.

Other newspapers, radio and TV newscasters also trumpeted their dissatisfaction with the way the investigation was handled. Moretti subsequently was indicted, tried for murder and sentenced to life in prison.

The Sam Spadework reviewed thus far was done by Chicago newspapers of general circulation. They have no monopoly. Specialized newspapers, radio and TV stations and the neighborhood and suburban press also fancy enterprise.

Several instances of elevator operators converting government-owned grain to their own use transpired in 1951. Three Chicago staffers of the nationally circulated *Wall Street Journal*, in cooperation with reporters in Dallas and Washington, teamed up on a revelatory series on the vanishing grain.

The Chicago bureau of the *Associated Press* processed a 1951 national survey on the fee system in public offices, and its get-rich-quick abuses.

Chicago radio and television, despite a decided handicap in presenting controversial material, have gone into the "why?" angles of news.

For cloak and dagger digging, few telecasters have matched NBC's Len O'Connor, in his investigation of dope sales which led to the seizure of a Berwyn doctor in front of TV cameras. At one point, O'Connor, hidden in the apartment, listened to two gunmen who had killed a north side tailor only one night earlier as they sought to arrange for a dope purchase. O'Connor didn't know who they were at the time, but later saw them in a cell.

Austin Kiplinger of ABC has delved into Chicago's vexing social problems, getting first hand views on television from people intimately involved. The men who had skidded into West Madison Street's gutters told why they thought they were there in filmed interviews which were aired on ABC's "Impact" show along with live interviews of social worker and others.

Spencer Allen of WGN-TV goes after the unusual interview. One of his recent subjects was a motorist who blithely ignored some 200 traffic tickets and then found himself slated to work out \$5,000 in fines at one dollar and a half a day—a ten year chore.

The dazed man's plight was a shocker to many a viewer. His sentence was cut to approximately ninety days after the interview.

MANY feats of investigative reporting get the splurge treatment but the bulk of the news copy still comes from the beats and the daily or spot assignments. Dillinger and Capone are gone, but business at gunpoint still flourishes.

Chicago is one of the larger dots on the political map. It is the home base of Adlai E. Stephenson, Paul Douglas and Stephen A. Mitchell.

It is the host to about 1,000 conventions and trade shows each year. It is the nation's railroad hub and a prime aviation center.

These are sources of news. News also issues from the city's vast and varied industry, commerce and finance—but from none with the metronomic regularity of quotations from the big grain market at the Chicago Board of Trade and from the huge Union Stock Yard.

And the city is one of the world's great medical centers, and a well stocked hunting preserve for science writers. Chicago journalism encompasses a broad array of publications in this field. They include the *Journals* of the American Medical, Dental and Veterinary Medical Associations.



Robert L. Knetzer, the late cornfield auto sales wizard, was "frisked" by "Buddy" McHugh when the Chicago American reporter ran the fugitive from Illinois down in Omaha.

Chicago was the site of the first man-manipulated atomic chain reaction. They did it under the stands at Stagg Field Dec. 2, 1942. The town also produced the first nuclear news magazine, the *Bulletin of the Atomic Scientists*.

The Negro press has attained considerable stature. There's the well-known weekly newspaper, the *Chicago Defender*. And there's John Johnson.

Johnson borrowed \$500 early in World War II and went into the publishing business. Now he is ranked as the nation's top Negro magazine entrepreneur. His publications include *Ebony*, *Tan Confessions*, *Jet*.

A recent count showed eighty-two neighborhood newspapers in Chicago, probably the largest number in any one city area. There are scores of trade journals, and other special-interest publications.

This would seem to cover the prose front in Chicago. *Poetry* magazine is also enjoying its respected middle age—it's forty-one years old—in comfortable quarters within a forty-five-room mansion at 1020 Lake Shore Drive.

The Making of a Reporter: Check and Double Check

By HAL BRUNO

An ambitious young man with the City News Bureau in Chicago learns the hard way, often by getting scooped by a client. When he ceases to take any story for granted, he is on his way.

PERHAPS you've heard of the man who dashed off in all directions. If it wasn't the fellow on the powder keg, it might have been a reporter on the City News Bureau's West Side police beat.

Or, this West Beat man might be compared with the fabled Dutch boy who held his finger in the dike. But, before the story is over, he usually gets all of his fingers, both thumbs, and his ten toes into those holes which keep appearing. And then, somebody dynamites the dike anyway.

Observe the City Press West man on a typical day. Remember he is serving four newspapers, two wire services, and a radio and television station, often on routine assignments they do not cover.

He's covering an inquest and a court case by telephone, and another inquest in person at the county morgue, where he's also watching for a "floater" to be identified. There are calls to make on the condition of a woman injured in an auto accident, and a check to learn if a robbery suspect has been booked yet.

Add to this radio flashes for "a police officer needs help," and "a man shot," and/or "a 'disturbance' with knives-guns-and-clubs." A friendly detective slips him a tip on the burglary of an important home.

Also to be investigated is a teletype message concerning four rape suspects locked up at the Monroe Street police station; and the last toe goes into action on a coroner's case phoned out by the office.

Then it happens. Dynamite! The sea rushes in on a drowning man when the desk notifies him of a lumber yard fire, and he'd better get there right away and "give us a bulletin!"

Unlike the little Dutch boy, the City Pressman is not praised in story and song. After turning in stories to a rewrite man (who is never satisfied) he starts all over again.

However, there's a method behind

this madness on the West Side police beat. It includes, among other things, more than a million people speaking twenty different languages, twelve active police districts, two entire fire divisions, three municipal courts, the Cook County hospital (the world's largest with 3,400 patients), the county morgue, and such minor "leaks" as the Psychopathic hospital, juvenile home, and the dog pound.

The secret is learning to make routine checks while covering the known stories and leads. The tradition of a dashing newspaperman with a "nose for news" is romantic. But a City Pressman does better if he looks at the police teletype every hour and learns where to call.

ALMOST every story can be checked with a half-dozen different sources. Take, for example, the routine coroner's case on Skid Row, which is the "West Man's" greatest problem; he'll get four or five a day. The office gives him a coroner's summary—misspelled name, probable age, wrong address, hospital, police assigned, and the undertaker. Start from there.

The telephone directory fails to help on Skid Row, but the police have the name and address of a cousin. A call to the hospital determines that death was "apparently natural," and firemen fill in details of attempts to revive the victim with an inhalator.

The flop house manager says "Old John" was an institution along the street. The undertaker has the phone number of the cousin, and reveals extravagant funeral arrangements. Finally the cousin is located, and the Skid Row bum turns out to be a once-famous violinist.

It's this type of story that gives the City Pressman his greatest satisfaction, for it's his chance to do the "scooping" instead of getting scooped. It's here that the City News Bureau does its job of training future Chicago

Hal Bruno is a reporter for the City News Bureau, mutual news gathering agency for Chicago newspapers.

newspapermen and searching every corner of the city for a possible story.

The newspapers have their own reporters and photographers on the scene of the "big" story, and the City Pressman is just one young lad competing against a team with more experience than he has years. But on a coroner's case, or a \$100 robbery, he can have the story to himself.

It's his alone to dig for the facts and break through the lack of information or false information that seems to surround everything and everyone in a big city. It's here that he learns to take nothing for granted, and to check and re-check.

"Nothing to it," the sergeant says. "That robbery on the teletype was a flop. They didn't get a thing."

"Would you mind giving me the complainant's phone number?" the City Pressman asks. He calls and learns that the sergeant was right. But there was just one little feature.

The reason two masked bandits were foiled was that a pretty little 90-pound woman clerk pulled out a revolver and turned the place into a shooting gallery.

At the end of a long day, the exhausted but proud (two good stories) City Pressman spots a familiar address as he glances at the front page. "1042 Wabansia"—oh yes, that's where he checked on a routine inhalator case. "Cheap," he told the desk after the police and firemen said there was "no service." The victim was under a doctor's care when they arrived.

The story? Well, it reads like this:

"A frightened West Side mother saved the life of her infant son today by breathing into his mouth after she found the baby unconscious in his crib. Doctors credited Mrs. —."

Eventually you learn.



Wherefrom . . .

Where now . . .

Whereto . . .



Entrance to the new, permanent home of The Wall Street Journal's Midwest Edition—711 West Monroe Street, Chicago.

. . . with one of Chicago's most important newspaper publishing properties.

This is the story of The Wall Street Journal in Chicago and in the whole midwest territory of which Chicago is the focal point and the hub.

With the purchase of the Chicago Journal of Commerce on **January 1, 1951**, The Wall Street Journal offered more complete business news coverage and date-of-issue delivery throughout the entire midwest.

The acquisition was the fulfillment of one more phase in the development of The Wall Street Journal as the national business daily. A development that started with a broadened formula of business news reporting designed to be of daily use to men on their way up in business, as well as men at the top. The wide appeal of The Wall Street Journal today confirms the success of this formula.

A Need for Expansion

Even before the first issue of the Midwest Edition of The

Wall Street Journal rolled off the press, plans were under way for expansion of operating facilities in this region.

On Labor Day of 1953 the news, advertising, accounting, and circulation departments and the composing room of the Chicago operation moved into The Journal's new home. Formerly known as the Brinks Building, it is located at 711 West Monroe Street.

New Midwest Edition headquarters makes this an appropriate time to describe The Wall Street Journal's growth process—the *wherefrom . . . where now . . . whereto*.

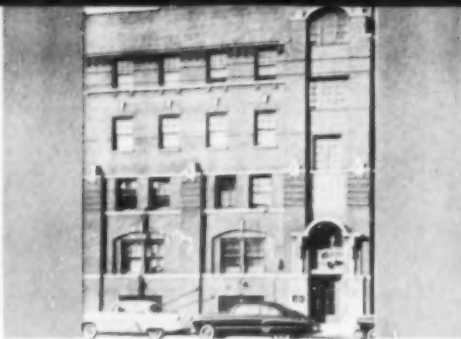
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Early Days

To begin the story **you have to go back 64 years—to 1889**—when The Wall Street Journal was founded by Dow Jones & Company. It was the outgrowth of a bulletin service of financial news flashes produced in downtown New York by Charles H. Dow and Edward D. Jones. From this



Headquarters of the Midwest Edition in Chicago. The handsome exterior is of Indiana limestone and marble. It was formerly known as the Brinks Building.



First home of The Wall Street Journal's Midwest Edition, 12 East Grand Avenue, purchased from The Chicago Journal of Commerce, January 1, 1951.



Expanded stereotyping, printing and mailing facilities were set up here at 650 Washington Street immediately after purchasing The Chicago Journal of Commerce.

little newsletter came a full-fledged newspaper—one that was to grow and prosper and serve businessmen everywhere far beyond the expectations of its originators.

One individual who foresaw its inherent opportunities was Clarence W. Barron of Boston. **He bought Dow Jones & Company in 1902**, when the paper sold for 2 cents per copy—\$5 a year. Barron had already founded a daily financial newspaper in New England—The Boston News Bureau.

Steady Growth

During the next 27 years, The Wall Street Journal grew and prospered. Its financial and business coverage was making its mark across the country. With business thriving everywhere, and especially on the West Coast, The Wall Street Journal pioneered with a regional edition for the Pacific Coast states. **The date: October 21, 1929.**

Weathering the Storm

Despite the mighty tough dozen years that followed, The Wall Street Journal's two editions—published in New York and San Francisco—weathered the economic storm. They developed new ways of digging out, writing and distributing all business news in addition to the financial reporting which had been the original base.

World Strife

Then came the war years. Toward the end of 1941, combined circulation of the Eastern and Pacific Coast Editions totaled 31,568. At this time the Chicago Journal of Commerce, founded in 1920 by Knowlton L. Ames, had a circulation of 21,170. Thus, the three shared a total of

52,738 people willing to spend \$18 a year for a daily business newspaper.

Problems mounted. On the one hand: newsprint shortage, the challenge of getting and keeping capable personnel, distribution difficulties, news-gathering obstacles. On the other: the constantly expanding need—now greater than ever—for businessmen to get all the news of and affecting business—*fast*. The appetite for this type of news, understandably and dependably written, grew and grew. Look what happened in terms of circulation!

Korean Conflict

By the time war broke out again—in June, 1950—The Wall Street Journal had a national circulation of 148,241. Still another regional edition had been added (in May, 1948) published in Dallas to serve the thriving southwest. Now there were three regional editions, each a complete newspaper plant . . . from the editing of the news and the handling of advertising through all stages of composition, stereotyping, printing and mailing.

This pattern of growth for The Wall Street Journal paralleled the increasing need for a national business daily.

Meanwhile, the Chicago Journal of Commerce's circulation had risen from 21,170 (in 1941) to 31,413. In Chicago and the midwest states served by the Chicago Journal, The Wall Street Journal's circulation (served then from New York) was 30,736.

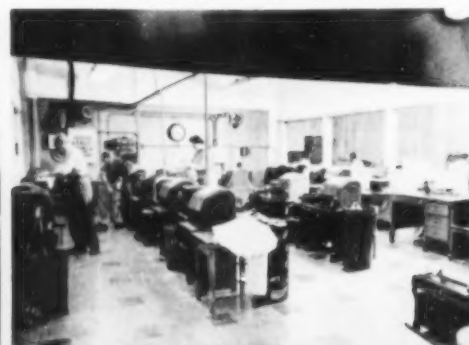
Into the Midwest

The time had come for The Wall Street Journal to consider its own midwest edition. It was logical to anticipate that subscribers to both publications, and many other businessmen, would eagerly respond to a business daily

The Wall Street Journal's advertising production department—all set to handle the rising influx of advertisements reaching the getting-ahead-in-business market.



News nerve center of the Chicago office. . . . Here are the teletypes that link the Midwest Edition to the other 17 Journal bureaus in the U.S. and Canada . . . and the services of the major press associations.



This is the advertising sales office, refurnished with the most up-to-date office equipment.

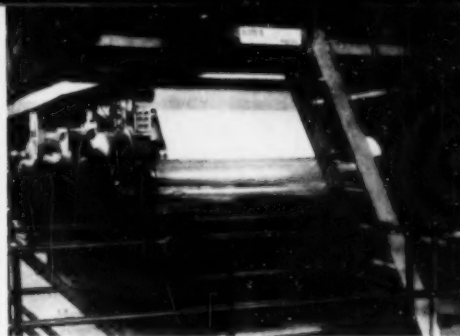




Well lighted, amply ventilated, and plenty of space describes this efficient production line which is the news room of The Journal's Midwest Edition.



Here is a view of the composing room with the Electro-Typesetter in action.



Now installed... the new Goss Headliner Octuple press helps The Journal keep pace with its circulation growth throughout the midwest.

offering the worldwide resources of The Wall Street Journal and published in Chicago. Negotiations were started in September, 1950, and the purchase of the Chicago Journal of Commerce was made. **Operating control changed hands on January 1, 1951.**

Since a survey had shown only 8% of the Chicago Journal of Commerce subscribers were also Wall Street Journal subscribers, the latter actually obtained 28,903 new circulation after duplication was eliminated.

The building at 12 East Grand Avenue (see cut) was also acquired in the purchase. It was apparent that these facilities were inadequate to handle either immediate or future needs. Total press and mailing capacity were estimated at only 33,000.

A new and far bigger press and mailing capacity was set up. Of necessity, plans were temporary—not to exceed three years. Here are the mechanical highlights during the first stages of the new operation:

A floor was rented and occupied at 650 Washington Avenue.

An Octuple press was acquired from The Baltimore Sun, rebuilt, installed and put into operation.

New stereo equipment was obtained.

An additional mailing machine capable of folding, wrapping and addressing 11,000 papers per hour was put into use.

Simultaneously, consolidation was being brought about in all other phases of the operation. **The masthead on January 2, 1951, read:** The Chicago Journal of Commerce Edition of The Wall Street Journal. Soon it became: Midwest Edition of The Wall Street Journal. By February 13, 1951, the entire format of the paper had been changed

to conform with the distinctive, easy-to-read makeup of the other three Wall Street Journal editions.

To the Midwest Edition now flowed all the news of the world's largest business news gathering organization, including:

Coverage by approximately 280 staff reporters located in Journal news bureaus in 18 key cities.

Reporting from Journal special correspondents located in 112 other important centers.

The largest private wire system maintained by an individual publication, supplemented by the full resources of all four major press associations.

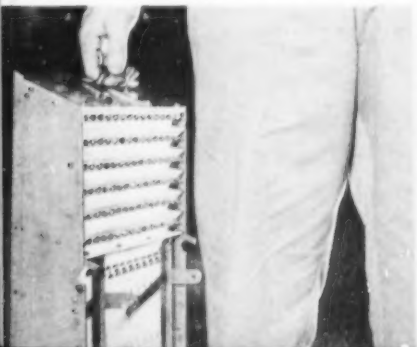
With the enlargement of plant capacity, it became possible to deliver the Midwest Edition to subscribers of the area who previously had been reading the Eastern Edition. This gave these executives faster delivery and more up-to-the-minute news. New circulation response was enthusiastic, too.

By September, 1951, the official ABC statement for the Midwest Edition showed a net paid circulation of 56,263. Two years later, September 30, 1953, the figure had climbed to 76,519.

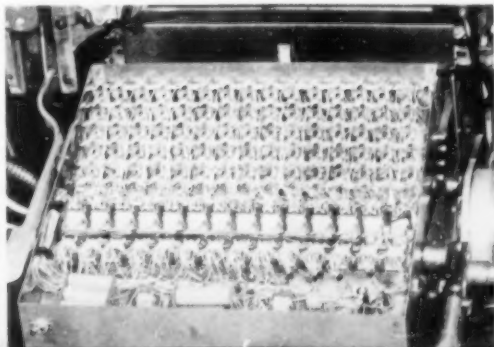
Permanent Facilities

Production in Chicago is no longer on a temporary basis; a new, large and permanent building is now a reality. After what seemed like a hopeless search, The City of Chicago inadvertently took a hand in making an ideal structure available to The Wall Street Journal. The construction and route of a new super highway would deprive the Brinks Company of the garage on the west side of its building. Brinks had to move. The main building—unaffected by highway plans—was just what The Wall Street Journal need-

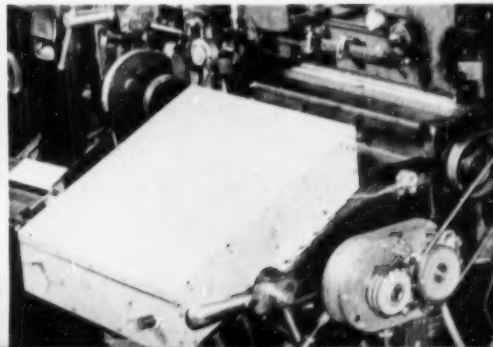
The Electro-Typesetter removed from the keyboard of the linecasting machine. Upper portion shows fingers which operate the individual keys; lower half shows means for support.



Operating unit of the Electro-Typesetter with covers removed. Wired components operate the keylevers for selecting type matrices.



The Electro-Typesetter in operating position over a regular typecasting machine. Unit is so mounted for elevating matrices to the casting position.





Bernard Kilgore
President
Dow Jones & Co., Inc.



William F. Kerby
Vice President & Treas.
Dow Jones & Co., Inc.



Robert M. Faemster
Chairman, Executive Comm.
Dow Jones & Co., Inc.



J. J. Ackell
Business Manager
Dow Jones & Co., Inc.



William H. Grimes
Editor
The Wall Street Journal



Buren H. McCormack
Executive Editor
The Wall Street Journal



Henry Gemmill
Managing Editor
The Wall Street Journal



Theodore E. Callis
Advertising Director
The Wall Street Journal



Robert Bortorff
Managing Editor
Midwest Edition, Chicago



John A. McWethy
Asst. Managing Editor
Midwest Edition, Chicago



Frank B. Griswold
Advertising Manager
Midwest Edition, Chicago



A. R. Shuman
Production Manager
Midwest Edition, Chicago

ed. The Brinks Building was purchased by The Journal on June 1, 1953.

By the time you are reading this, the redecorated, newly furnished building will be housing the complete Midwest Edition operation. New presses will be humming in what general opinion holds to be one of the most beautiful and functional newspaper buildings in use. *Please visit us and see for yourself!*

Wherefo . . .

As you would imagine, there is much to see during a visit to 711 West Monroe Street. For example, The Wall Street Journal has a device for setting type in New York and by remote control setting the same copy in type in its other far distant offices. Perfected by The Journal's own engineers, it is called the "Electro-Typesetter." When this amazing invention was announced on December 16, 1952, production experts acclaimed it one of the greatest graphic arts developments of our time. It was first used on June 28, 1953. You can readily appreciate what this means to The Wall Street Journal with its four publishing centers. The "Electro-Typesetter" speeds typesetting, cutting the lag between getting the news and delivering it to readers all over the country.

This kind of ingenuity is typical of the way The Wall Street Journal keeps growing. Each step in the adaptation of the Brinks Building to a newspaper operation was taken

with this thought in mind: *How can The Journal best serve its readers?*

Because it lives so closely with the activities of business and businessmen, The Wall Street Journal cannot stand still. It must seek new ideas, and new services for businessmen everywhere.

Today The Wall Street Journal has four regional publishing centers. It is not unreasonable to assume the addition of another at some future time. National circulation continues to grow: **now 258,448, ABC, six months average, September, 1953.** (Subscription: \$20 a year)

Words to Live By

There is something more, however, that creates an ever-growing allegiance between a publication and its readers. A front page editorial in the first issue of the Midwest Edition may very well express what that "something" is for The Wall Street Journal. Editor William H. Grimes said:

"We believe in the individual, in his wisdom and his decency. We oppose all infringements on individual rights, whether they stem from attempts at private monopoly or from an overgrowing government. People will say we are conservative or even reactionary. We are not much interested in labels but if we were to choose one, we would say we are radical. Just as radical as the Christian doctrine."

THE WALL STREET JOURNAL

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Radio, TV Hit Stride In Chicago

Their news shows typify the mediums' ingenious growth—and they sell.

By SAM SARANTOPOULOS

CHICAGO'S current radio and television news coverage offers convincing proof that radio journalism has come a long way since its early days as a journalistic stepson.

The evolution of newspapers to their present highly-specialized form has been a gradual development stretching back over the centuries. Radio news had to grow up in a twenty-five year period . . . and television news in the period since the end of World War II.

In the not too-distant past, news on radio consisted of an announcer reading excerpts from the latest newspaper, and there are some veterans of the radio-TV news business around Chicago who remember the struggle to win use of basic wire service coverage. A news editor or reporter was unknown in local broadcasting.

Today reporters and special events men are a necessary commodity of Chicago radio operation. Wire and tape recorders, and mobile TV studios are standard equipment for the reporter's use. Staffs of experienced newsmen edit and write the news for a listening rather than reading audience.

Resourcefulness is the byword. When a spectacular downtown fire broke out here in 1951, NBC placed its television cameras on the roof of the Merchandise Mart across the street and transmitted the spot news event on a network basis within the hour.

More recently, a distraught woman threatened to jump from another downtown building, WBBM's subsequent television coverage and commentary was capably handled despite the delicacy of the subject matter. Fortunately, the woman was coaxed to safety.

Recently WMAQ's reporter-at-large Jim Hurlbut aided police in the capture of a doctor caught in the act of



When the late Robert A. Taft called on Dwight D. Eisenhower after the senator had lost the Republican nomination to him in Chicago, radio newsmen were on hand. At the extreme right is Clifton Utley, NBC commentator.

an illegal narcotics sale, and provided Hurlbut with a scoop that was seen and heard on a nationwide TV news program.

The unethical doctor was caught red-handed. The illegal transaction was filmed, unbeknown to him, after Hurlbut had induced an addict to aid in the doctor's capture by making a purchase. There are many other examples, too. Suffice to say, radio and television newsmen in the Windy City go after the story. It has made for a healthy growth in time and money devoted to news. And it sells.

NEWs on radio and TV is a top seller in this the nation's Number Two market. The bulk of the town's newspaper circulation is divided among its four big general circulation papers, and the bulk of Chicago's radio and television presentation and sponsorship of news is found on the four radio and television outlets of network or ownership or affiliation.

These are WENR and WBKB-TV, owned and operated by the American Broadcasting Company; WBBM-AM and TV, Columbia Broadcasting System; the National Broadcasting Company's duo, WMAQ and WNBQ-TV; and the Chicago Tribune's pair, WGN and WGN-TV, which have working arrangements with the Mutual Radio and Dumont television networks.

All four radio outlets operate on 50 kilowatts of power. The extent of their facilities and personnel involved in news is indication of the importance they attach to its presentation.

A summary of the work done by Chicago's radio and TV big four is found in this following alphabetical breakdown:

ABC—Con O'Dea presides over this recently revitalized network's Chicago news operation, assisted by five news writer-editors and three commentators: Paul Harvey, Austin Kiplinger and Ulmer Turner. Jack Drees and controversial Tom Duggan handle sports. All five appear on radio and television. WENR's radio channel is shared with WLS, but WBKB-TV is a full-time operation.

WENR originates forty-seven news programs weekly, television sends out an additional sixty-seven for a total ABC local production of 114. The newsroom also is responsible for coverage of the Sunday professional football home games of the Chicago Bears and Cardinals, cut-ins to the John Daly network TV newscast and on occasion, Saturday night wrestling shows to the net.

CBS—Julian Bentley is news director of WBBM-AM and TV, with William G. Garry serving as general manager of the combined news department. Chuck Wiley heads up the special events and publicity department.

Bentley does newscasts on both mediums. The WBBM talent roster includes John Harrington, director of sports, Fahey Flynn, Joe Foss, Hal Stark, Frank Reynolds, Dick Bingham, Lee Phillip and Bob Elson.

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by eighteen writer-editors. Including newsreel cameramen, the department totals twenty-six and has three separate newsrooms. WBBM's weekly output is 122 radio newscasts, forty-two on TV, for a total of 164. The "sold out" sign is up for all but two of the daily newscasts.

NBBC—William Ray heads the combined radio-television news and special events department of twenty-one commentators, reporters, writer-editors and specialists. WMAQ and WNBQ-TV news personnel have been recipients of four Sigma Delta Chi distinguished service in journalism awards, two of them in the last two years.

Ray writes and reads a daily newscast on WMAQ, conducts a weekly conference, "The City Desk," on both stations. Others in the commentator fold, responsible for their own copy, include Clifton Utley, foreign affairs specialist and two-time Sigma Delta Chi award winner, Alex Dreier, Len O'Connor, whose 1951 series on narcotics, "The Black Mark," won a Sigma Delta Chi award, Jim Hurlbut, Clint Youle and Jack Angell. Sports shows are presented by Joe Wilson and Norm Barry. Seven combination writer-editors produce programs for WMAQ and WNBQ-TV.

Working closely with Ray's staff is NBC's midwest newsreel department headed by Bill Birch and a staff of five, responsible for news film out of Chicago seen on the Camel News Caravan and the Today show. The WMAQ-WNBQ-TV weekly production of news programs stands at 168, 103 radio and sixty-five TV newscasts.

WGN, Inc., WGN-AM and TV staff two separate departments. Robert Hurleigh directs the radio end, distinct in that it makes no use of staff announcers on newscasts.

Hurleigh is assisted by Les Nichols, Bruce Macfarlane, Holland Engle, Howard Earle and Leslie Money Penny, in addition to five other news editors. The department turns out eleven programs weekly.

Spencer Allen directs the TV news department employing a staff of thirteen, two of them writers. Nine shows a day including "Chicagoland Newsreel," oldest continuous program on the station, are seen on WGN-TV. The accent is heavy on local coverage, and WGN-TV is the lone Chicago entry with a film processing laboratory of its own.

THERE are nine radio independents on the Chicago scene, only three of which operate a bona fide newsroom. The rest rely on radio wire services

and the "rip-and-read" technique.

WLS, the Prairie Farmer station, has two editors. WCFL features local newspaperman Vic Barnes on some of its newscasts. And WMBI, the radio voice of the Moody Bible Institute, has a news staff but takes no commercial announcements.

News is a big seller in the Chicago radio and TV market. It creates an audience not only for itself but stimulates newspaper sales too. Listeners' and sponsors' acceptance of Chicago's radio and TV news coverage presages a bright future for the wireless mediums in the years ahead.

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This Reporter Must Know His Animals

The rules of any good reporting apply to covering future steaks on the hoof. But expert knowledge is also needed.

By ALLAN MCGHEE

COWS, unless there is a livestock show in town, seldom rate as front page news in the mind of the general newspaper's city editor. But cattle—and hogs and sheep as well—are the stuff of which top-head stories are made for the *Daily Drovers Journal* in Chicago. And livestock news is a must for thousands of market pages in newspapers throughout the country.

To the livestock market reporter at the bustling Union Stockyards on Chicago's South Side, and to countless livestock producers on farms and ranches, the merest fluctuation in prices is of vital significance.

The welter of trade in a big livestock center like Chicago's, as thousands upon thousands of cattle, hogs and sheep change hands every day on their way from producer to processor, is confusion compounded to the uninitiated. But out of it is woven the evidence of the trend.

It is the discerning of this trend, and quick, accurate, comprehensive, honest reporting of it that makes the livestock market writer's job one of the most unusual specialties of the journalistic world.

In one respect, this reporting is like any other reporting. The first rule is "get the facts!" But that is about as far as the similarity goes. The differences are many.

Whereas the general reporter often knows little more about his subject than the facts he ferrets out for his story, the market reporter must rate as a veritable expert in his field. He must be able not only to obtain information from others, but he must recognize the quality and grades of livestock himself.

He must be able to appraise it for value on the basis of what he has seen similar stock sell for on previous days. Otherwise he may be led astray in his conclusions by inaccurate ap-



Neil Skau (left), veteran cattle market reporter for the *Chicago Daily Drovers Journal*, discusses steer prices with Les Hatch, commission man.

praisals which others in the trade may voice to him.

He must be able to "get the feel" of the market and be generally better informed on the total picture than the members of the trade who are actually working in the market. He must earn and keep the confidence and friendship of the men who are buying and selling, for these men are an important source of information for him.

The successful livestock market writer must be gifted with the faculty of being able to feed a multitude of seemingly unrelated facts and figures, observations, trade rumors and gossip into one end of his mind, and quickly draw out of the other end a smooth, simple, complete market report which is authentic enough

throughout to stand up as evidence in a court of law.

LONG training and experience are necessary prerequisites to successful livestock market reporting in any case. Men with splendid educational qualifications occasionally have tried it and given up before acquiring those prerequisites.

Next time you bite into a steak, give a thought to the journalistic brother who plies his unusual profession in the endless maze of alleys in the big terminal stockyards. He didn't make it possible for you to have that tasty morsel, but his job well done has been a major factor in maintaining the smooth functioning of the industry that produced and marketed it.

Chicago's great commodity markets offer a
news beat where **They'll Sell the
Gleam in a Farmer's Eye**

By **BILL FERRIS**



Bill Ferris, Associated Press market editor, glances at the state of the world's grain trade as he phones a story from the famed Board of Trade.

YOU may have heard the story of the lady who bought 18,000 dozen eggs for future delivery on the Chicago Mercantile Exchange. When the delivery date rolled around her broker told her she owned eggs, lots of them. They were held in a cold storage warehouse.

The lady was astounded. "You

mean real eggs?" she asked. "Why, I didn't know I was dealing in real eggs. I thought those were just buying and selling eggs."

This belief that trading in commodity futures is something unreal, not connected with the actual prices or eventual possession of these commodities, is a part of American folklore.

Like all myths, it is tenaciously held. And it isn't true.

Chicago is a great marketing center for commodities. More important, the prices set in Chicago govern quotations which farmers get for their products throughout the nation's bread basket. This makes Chicago's markets of greater significance outside the city than to its own inhabitants, who may be many things but are seldom farmers.

Chicago's biggest market is the Board of Trade, the world's leading grain exchange. In covering markets I visit the Board every morning, talking with brokers and floor traders, sifting the meaning of the overnight news as it relates to the price of grain. That price can be affected by everything from a shower in central Kansas to the outbreak of war in central Asia.

MARKET reporting obviously lacks the dash of assembling a kidnap story or the subconscious humor in many sports fantasies. Furthermore, it's loaded with statistics, because statistics are important in setting prices. Price is the prime thing, which brings to mind the hoary definition of a speculator: "A fellow who knows the price of everything and the value of nothing."

It's necessary to get out market news very fast—not as a once in a while event, like the crash of an airliner, but every day, as a matter of routine. The Associated Press has a direct telephone connection between the floor of the Board of Trade and the AP office, and we push opening and closing quotations on our financial wire with much gusto.

Still, that doesn't satisfy everyone. We often get requests from newspapers and radio stations which want market quotations before the market is open. An Illinois newspaper once asked us to have the Board of Trade close down thirty minutes earlier in order that the paper could get final prices in its rural editions. The request may have been a flattering appraisal of AP influence, but it was futile, nonetheless.

Besides reporting price changes, a good market story ought to give the reason for the change. Sometimes these changes come very quickly—telephone calls to a couple of brokers often uncover a reason. Not always, though. Once, when the corn market went down fast for no apparent reason, one broker explained, "Just say a lot of traders got up on the wrong side of the bed this morning."

You have to put it in market language. You can say it was "profit-taking."

Conventions? How Would You Like to Cover 1,028?

Chicagoan tells how he develops news stories at the big meetings which annually bring more than a million visitors into the Windy City.

By SAM BLAIR

AMONG other things, I'm convention reporter. In Chicago, that means just a few more than 1,000 conventions a year to handle. In 1952 the number was 1,028. Out of town attendance was reckoned as 1,011,436.

Newswise, many conventions rate between two lines and a half dozen paragraphs, but a lot come up with major headlines. Consider the American Petroleum Institute. Its annual sessions are attended by top oilmen from Canada, the Near East, Mexico, and other nations where API doings are big news. And, who in the country hasn't heard of the semi-annual furniture marts, the International Livestock Exposition, the annual 4-H Clubs Congress, or the cherry pie baking contest just before February 22 each year?

With all these meetings in the works, the convention reporter is compelled to rely to quite an extent upon the labors of public relations crews, and to glean much from their end product, the handout. But it is a swamped newsman, or a lazy one—and sometimes an unlucky one—who rests his efforts on paraphrasing those advance releases.

I remember well the lad who wrote his story in advance from a speech text which a well-meaning publicist handed him. The piece was done with thoroughgoing dramatics; the speaker's gestures were anticipated, even the reaction of the audience. Hours after this stellar convention story hit the street, it was noised around that the whole thing had been called off. The speaker was in Cincinnati, or somewhere, and the crowd (with better pipelines than the reporter) had stayed home.

I use the wade-in method of covering a convention, as much as I can. It means pounding six miles of hotel corridors, or arena and exhibition hall floors. That, and a couple of well-aimed interviews.

A discovery of a cure for some of our more dread diseases, a radical change in commodity prices for house-

wives or the selection of party candidates for President of the United States can net your newspaperman (as they have done in recent conventions) headlines throughout the country, and often the world.

Chicago manages to stay just a jump ahead of New York City as the nation's convention center, thanks to a geographical advantage and a real convention spirit. All sections of the nation considered, it's the easiest big place to get to.

The city is the literal hub of the country, with six major downtown railroad stations and three municipal airports. Nineteen railroads and ten airlines use these facilities daily. A transportation map of the country shows Chicago as the center of a giant wheel, with the railroads and airlines constituting the spokes. Every two minutes an airliner lands or takes off, and train arrivals and departures are almost as frequent.

WHEN the delegate reaches the big city he finds awaiting him 1,365 hotels with some 135,000 rooms. Some 35,000 rooms are listed as available for transients at all times in Chicago.

After our delegate checks into a hotel we see him at his business sessions. And for these Chicago offers halls, stadiums and exhibition spaces in generous quantity. Best known of these, of course, are Soldier Field, the Chicago Stadium, the Chicago Arena, the International Amphitheatre and the Coliseum. In addition, the city is planning a municipally owned convention building.

After our delegate has been to his business session—where he learned how to make a cheaper snap fastener, get more milk from a Brown Swiss cow, or deliver a baby by caesarian section, depending on what convention he is attending, he is usually ready to relax.

In the relaxation department Chicago fairly shines.

For the delegate with his wife the city offers an excellent chance for big



Sam Blair is a reporter on the Chicago American and the son of a well known Herald-Examiner reporter.

city shopping in the famed "Loop" or on Michigan Avenue. Or he can visit any number of museums, zoos, golf courses, amusement parks, or first class dining spots.

For the unchaperoned delegate who wants kicks a sea of diamond studded flesh awaits his perusal in dozens of nightclubs. These range from dime beer joints to places where a \$50 table bill for three or four is considered moderate.

The city strives to keep fast entertainment in check and make certain the conventioning visitors part with no more money than they want to. Clip joints are really taboo. Occasionally someone gets taken, but the law moves in swiftly. Several night spots were closed recently for clipping conventioning visitors to Chicago.

THEY love conventioners in Chicago. In 1952, The Chicago Convention Bureau figures visitors spent about \$158,937,053. That's an average of \$157.14 per visitor.

To make the city more attractive as a convention spot, Chicago has established an official greeting committee comprised of leading merchants and civic figures. Furthermore, courtesy in the police department is encouraged by awards to policemen who attract the notice of out-of-towners with courteous attention.

You can readily believe it now when you see Chicago stores draped with bunting proclaiming "WELCOME VISITOR\$."



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In manufacturing and trading Chicago

Business Journalism Reflects War and Boom

By RALPH W. JONES

BUSINESS journalism, nee trade journalism, donned seven league boots after World War II and climbed to new high ground, while expanding its services to the nation's mushrooming business and industry. Chicago business publishers and regional bureaus were in the thick of this development.

Business publications have come a long way since the war. A symbol of this is the change in terminology. "Trade" publication is passé today with "business" publication in much wider usage. In line with the change, the "puff sheet" is retreating, a tottering victim of (a) its own failure to provide a real service; (b) intelligent approach of other publishers; and (c) more discriminating readership.

Some in Chicago trace the beginning of this surge by business publications to the World War II interval. Publications buckled down and performed a distinct service in that era.

Those were times of daily dilemmas for business. Unfamiliar tasks were assigned businessmen; government regulations by the score were thrown at them. They needed help and the alert business publication came to the rescue, telling how to comply with regulations, telling how others had overcome similar problems.

"World War II focused attention on the terrific importance and readership of all business magazines," recalls Paul E. Clissold, president, Clissold Publishing Co. of Chicago (*Baking Industry, The Canner, Hospital Management*). "Subscriber lists," he adds, "increased from 100 per cent to as high as ten times prewar highs."

The post-war years brought additional problems as business switched back to peacetime operation, weighed the need for expansion for the boom years shaping up, grappled with the problems of inflation and finally the return to a defense economy. Fred L. Steinhoff, editorial director of Industrial Publications, Inc., Chicago publisher of five building field publications, explains it thus:

"Post-World War II threw problems at business and industry that demanded phenomenal adaptation and

progress. In the forefront of these changes, business papers went all out to make available to their readers pertinent answers to problems that were immediate and to open their thinking to significant long-range trends and broader goals."

How did Chicago business publications and bureaus react to this bumpy but booming post-war period for business? They expanded right along with the fields they served.

SAYS Steinhoff: "Editorial policies were sharpened, staffs alerted and increased, new publications created as needs arose and old papers, enjoying comfortable recognition in their fields, were made far superior to even their old standards."

The answer is the same at Clissold Publishing: "Better writers and more capable staff people" were employed.

S. R. Bernstein, editor of *Advertising Age*, reports that this magazine has about one-third more editorial people than at the end of the war. Since this firm launched a new publication—*Advertising Requirements*—the total number of editorial people employed at this office is about double its size in 1945.

Fairchild Publications, New York publishers of three daily and two weekly national business newspapers, increased its Chicago news staff from seven in 1945 to about twenty at present, making this the largest of the firm's twenty-five news bureaus.

The expansion also was felt around the country where field correspondents were employed. Take the report of J. W. Sampier, editor of the *National Live Stock Producer* in Chicago: "We have added sixteen field editors in strategic live stock locations throughout the U. S. A full-time associate editor has been added to our staff to supervise their efforts."

Now, this post-war "beefing up" of Chicago editorial staffs may have slowed down, say some publishers. Bernstein "suspects that we have reached a rather stable plateau in editorial employment."

Having enlarged their staffs, the next move of the business publications was to step up considerably



Ralph W. Jones is Chicago news director for Fairchild Publications, Inc.

services to their particular fields in the post-war years. New editorial techniques and services, new to the business press at least, were whipped up following the war. These new techniques, says Clissold, served to stimulate thorough reading.

What were these techniques? Tighter writing, wider use of photos, and improved format, says Steinhoff. More charts, better layout, subject matter of byline articles written by eminent authorities, and readership surveys, observes Sampier.

Another new technique was color. According to C. J. Wageman, publisher of the *American Builder*, a Simmons Boardman Publication, this magazine, since the war, has introduced four-color covers and two to four pages of four-color editorial matter in each issue.

OTHER services include the founding of National Home Week as a merchandising program for the home building industry.

Another example is the 1952 "Bay City Survey" conducted by *Domestic Engineering* magazine of Chicago, a study of Bay City, Michigan, to determine consumer remodeling needs, intentions and abilities to buy, as affecting products sold by plumbing and heating contractors. Started just a year ago, this survey may touch off a "National Remodeling Week."

"Service to the field is the guiding editorial principle today (in business publications)," comments George A. Brandenburg, Midwest editor of *Editor & Publisher*, "with more background articles, surveys, interviews,

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etc. and less chit-chat trade items."

Brandenburg explained that *Editor & Publisher* is seeking the interpretive approach to many of the problems confronting newspaper executives, with more "how-to-do-it" articles. His mention of the "how-to-do-it" pieces underlines another trend.

Only one cloud hovers over the Chicago business publication skyline. A far smaller volume of business paper printing is done within Chicago's limits than was formerly the case. Due to strikes and costs, many publications have gone out of town for printing.

One publisher reported that his printing costs in Chicago climbed 105 per cent during the five years prior to 1950.

The future? Most business publication executives interviewed are pleased with the outlook. Since the war, these publications have filled a void in business and industry and so long as they remain alert and ready to serve, there is every reason to predict a bright future for this phase of Chicago journalism.

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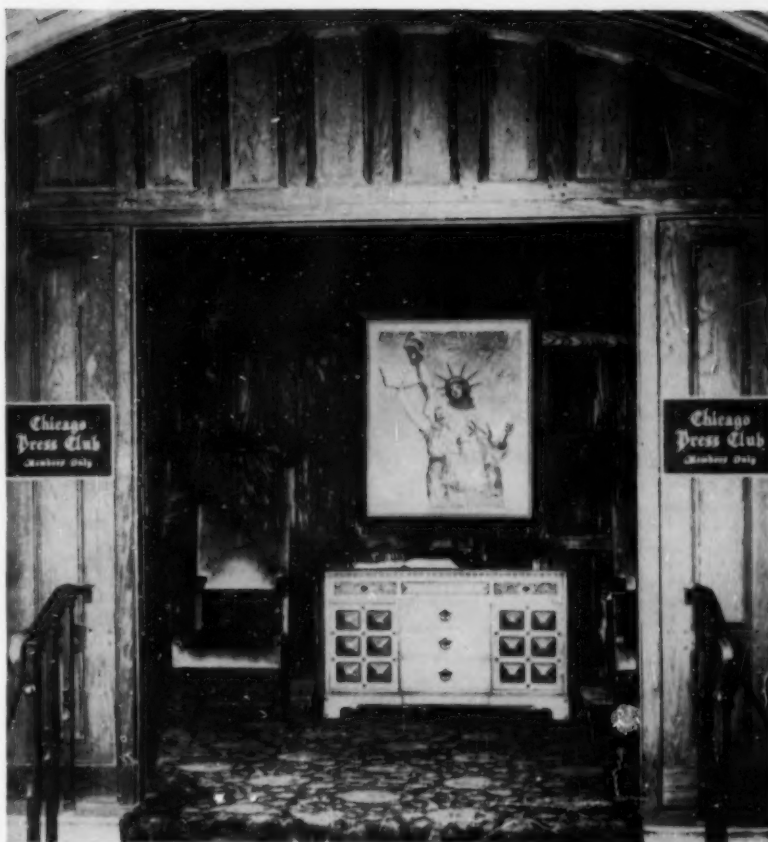
GEORGE BRANDENBURG

CHICAGO newsmen are about as gregarious as a flock of homing pigeons when it comes to belonging to press organizations. There are a dozen or more such groups, representing the "working press" and their kinfolk in public relations. Each group has its own sphere of interest and, in turn, each organization does something more than just hold meetings. There is not so much "uplift" as there is purpose in the programs.

Serving as a sort of umbrella organization for all newspaper, radio-television news and publicity men is the Chicago Press Club, with spacious quarters in the Sheraton Hotel. Now in its fifth year, the Press Club has a membership of nearly 700. Its president during 1953 was John P. Carmichael, *Daily News* sports editor. Incoming president is scheduled to be Jere Hagen, *American Sunday* editor. The club sponsors a "Distinguished American" award each year.

Oldest in continuous service to Chicago journalism is the Headline Club, professional chapter of Sigma Delta Chi. It, too, has a cosmopolitan appeal, representing all types of journalism and all ranks, from reporter to publisher. Marvin Tonkin, *Associated Press* bureau news editor, has been president of the club this last year, and Ralph Jones, Fairchild Publications bureau news editor, is the president-elect for '54. The club sponsors a scholarship for a Northwestern or University of Illinois journalism student and awards a key each year to the outstanding graduate of Northwestern's Medill School of Journalism.

For those who have worked on a Chicago newspaper or press service twenty years or more ago, the Chicago Press Veterans Association holds an annual reunion. A feature is the naming of the "Press Veteran of the Year," an honor that went to Col. Robert R. McCormick, editor and publisher of the *Tribune*, in 1953. Everett Norlander, managing editor of the *Daily News*, is president of the Press Vets for 1953-54. The association has its



This is the entrance to the Press Club, social center of Chicago journalism.

own publication, *Press Vet*, which keeps tab on the oldsters.

The Chicago Press Photographers Association is an organization of the working lensmen. The association works for better photographic conditions wherever Chicago cameramen are assigned and strives to raise the standards of press photography. The crowning of "Miss Photo Flash" each year is the highlight of the association's annual dinner party. Harry Hall, AP chief photographer, is president.

A SIMILAR group at the working press level is the Chicago Newspaper Reporters Association (formerly the Chicago Police Reporters Association) which now includes police, court and general assignment reporters, as well as rewriters, assistant city editors and picture editors. This group likewise seeks to keep the channels of public information open to the press. The association published its first yearbook, "Behind the News," and distributed the collection of inside stories at its annual dinner meeting last Fall. Walter Spirko, *Sun-Times* police reporter, is completing his third consecutive term as president.

In sports, the Chicago Chapter of

the Baseball Writers Association of America stands as an organization of distinction in its field. The Chicago chapter stages an annual dinner at which outstanding big league players are honored. Warren Brown of the *American* served as the 1953 chairman. In addition, there are informal groups of football, basketball, bowling and boxing writers.

The Chicago Newspaper Guild, with a membership of nearly 700, serves not only as a collective bargaining agent for its members, but also makes twelve to sixteen Page One awards annually for reportorial and photographic work. Awards are made at the time of the Guild's annual Page One Ball at which the Guild distributes its yearbook, "Inside Page One." Fletcher Wilson, reporter for the *Sun-Times*, is completing his fourth term as president.

TWO national and one regional newspaper publishers' associations have their headquarters in Chicago. These are the National Editorial Association, representing weeklies and small dailies; the Special Standing Committee of the ANPA dealing with labor matters; and the Inland Daily

A Report on a Mission

In June 1951, Robert C. Preble, president of Encyclopaedia Britannica, Inc., pledged to the National Press Photographers Association that Britannica would help finance the extension of NPPA's program for professional education in photo-journalism until this movement reached its objective: One professional short course each year within a day's drive of any U. S. press photographer who wishes to attend. This mission is all but accomplished, now that a final series of three short courses has been established jointly by NPPA and Britannica on the Pacific Coast.

Britannica has been privileged to be a close witness to the tremendous growth and impact of photo-journalism in the last decade. It has seen photographs change from mere illustrations to become meaningful transmitters of ideas. It has seen how pictures build circulation, advertising revenue, and reader-persuasion. And it has seen the nation's press photographers creating for themselves a professional status in the field of communication approaching the art of writing itself.

We at Britannica congratulate the thousands of press photographers who have participated in these professional programs...their editors, whose foresight has prompted them to encourage such participation...the officials of 15 colleges from Boston and Chapel Hill to Los Angeles, San Francisco and Seattle, who have lent their time and facilities to these programs...and most of all, those dedicated press photographers themselves who have made photo-journalism their personal crusade until it is remaking the face of the American press. We are proud of our continuing association with their voice, the National Press Photographers Association.

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Press Association. Also cradled in Chicago are the Chicago Newspaper Publishers Association and Cook County Publishers Association, the latter serving weeklies.

Don Eck is secretary-manager of NEA, which conducts annual Better Newspaper Contests in all categories of the weekly and small daily fields. George N. Dale is chairman of the Special Standing Committee, an affiliate of ANPA, which has its headquarters in New York. William Canfield is secretary-manager of the Inland which holds three meetings a year in Chicago and sponsors a number of newspaper contests in cooperation with the Northwestern, Minnesota, Wisconsin and Missouri schools of journalism.

In the allied field of public relations, three organizations stand out. They are the Chicago Public Relations Clinic, Chicago Chapter of the Public Relations Society of America, and Publicity Club of Chicago. The PR Clinic is comprised of the "elder statesmen" in public relations. Chairman is Marion J. Allen, American Steel Foundries. Hale Nelson, Illinois Bell Telephone Co., is president of the Chicago Chapter of PRSA, and Warren E. Thompson, Chicago Title & Trust Co., is president of the Publicity Club.

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Chicago's News Has Its Own Subway

Pneumatic tubes from newsroom to composing room are common. The City Press between newspapers is unique.

By EDDIE KITCH

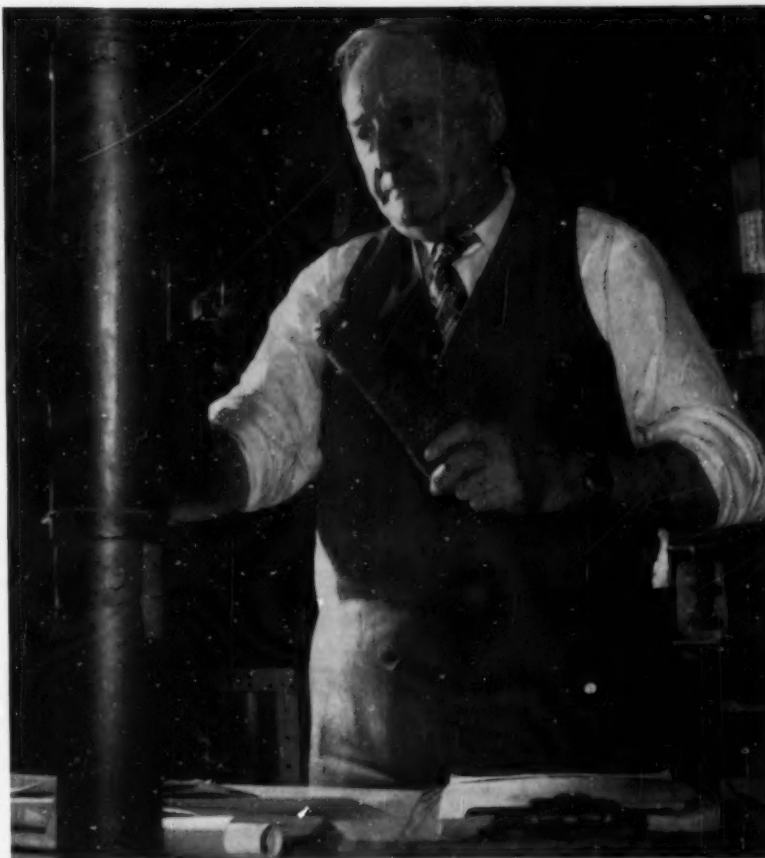
IT takes a lot of people to operate a newspaper and one of them is seldom seen, Frank T. Fitzpatrick. He's usually down in the hole working at his job as superintendent of the City Press, the underground utility that operates the pneumatic tube system used to dispatch local news to Chicago's newspapers and sometimes to distribute messages among them.

Fitzpatrick first learned about tubes and dispatching news back in 1900 when the system was at 111 West Jackson Boulevard. It moved with the City News Bureau to the Old Ashland Block in 1917. Then when that building was dismantled to make way for a new Greyhound Bus Depot, he had the job of relocating the system's headquarters at 188 West Randolph Street.

Fitz is a young 70. His son, James W. Fitzpatrick, 42, is his chief assistant. Their staff operates the setup twenty-four hours a day. There are four pairs of tubes to each newspaper—*American*, *Daily News*, *Sun-Times* and *Tribune*. The *Associated Press*, the Board of Trade, the County Building and the Law Department of the Chicago Tribune at 33 North La Salle Street also are served by the unusual communications system. (City News Bureau copy is also made available to *International News Service*, *WGN* and *WGN-TV*.)

The fifteen miles of tubes are channelled down to the city's underground railway system tunnels. As many as 268,291 separate pieces of copy—pictures, news releases and messages—are sent through the tubes in a year. It's the arterial lifeline of the City News Bureau, mutually owned by the city's big daily newspapers.

Fitz often is called to check the exact time that a certain piece of copy



Frank T. Fitzpatrick, superintendent of the City Press' "underground railway" between Chicago newsrooms and the City News Bureau, starts a carrier on its way. Fitz, now 70, started this in 1900 after a couple of years' police reporting for the CNB, which gathers local news for all the papers.

was sent through the tube system. He can readily furnish the information because, as each piece of copy is relayed in its envelope, a note of the time and size of the piece is recorded on a chart.

THE subterranean tube system first was put in operation in 1882. Addison C. Thomas, then superintendent of the *Associated Press*, got together with Victor Lawson, then owner of the *Daily News*, to work out a method of delivering wire news speedily to editors' desks.

"It took longer to get news from the AP to one of the daily papers than it took to get a story from Egypt by wire," Fitz says. "That's what pushed the underground tube system into existence."

Fitz, a former police reporter with the City News Bureau, remembers when thirteen newspapers were served by the tube system. He has the newsman's touch in getting important news through fast.

He's handled such historic yarns as the Eastland ship disaster, the Iro-

quois Theatre fire, the St. Valentine's Day Massacre and many other top Chicago stories.

The tube system today, with its solid brass and copper tubing, is valued at nearly \$5,000,000. It is powered by a series of vacuum pumps. The carriers are placed in the tubes and are sucked to their destinations where they land with a bang that long acclimated rewrite men, editors, and copyreaders no longer even hear—loud as it is.

There have been times when things other than news have been sent through the system. Billiard balls, felt hats and white mice have made the journey.

The most recent mishap was in 1950 on the tube line to the Board of Trade. An eight-inch water main under Clark Street broke. The newspaper tube located nearby picked up the water and sent it gushing into the press room of the board in a flood that dampened the day's grain news for a spell.

It didn't have any effect on the weather report though.



A radio news analyst and two newspaper editors won Sigma Delta Chi honors for 1953 when they were named Fellows of the journalistic fraternity. From the left, William H. (Bill) Henry of NBC; Hodding Carter, editor of the Greenville (Miss.) Delta Democrat-Times, and Basil L. Walters, executive editor of the Knight Newspapers.

Four Honored by Sigma Delta Chi

ONE of the country's distinguished small daily editors, a top-ranking radio and television reporter and commentator and a metropolitan newspaper man widely known both as a brilliant innovator in his profession and a pioneer in the fight for freedom of information are the new Fellows of Sigma Delta Chi.

They are Hodding Carter, editor and publisher of the Greenville (Miss.) *Delta Democrat-Times*; William H. (Bill) Henry, NBC, Washington, and Basil L. Walters, executive editor of Knight Newspapers (Akron *Beacon-News*, Chicago *Daily News*, Detroit *Free Press* and Miami *Herald*). They were elected by the professional journalistic fraternity at its 1953 convention in St. Louis.

The fraternity named John Cowles of Minneapolis, president of the Star and Tribune Company and member of the newspaper, magazine and radio family, honorary president. He succeeds E. Lansing Ray, editor and publisher, St. Louis *Globe-Democrat*.

Hodding Carter is one of the relatively few talented writers who stayed home—he moved from Louisiana to Mississippi—to win a national reputation in the tradition of William Allen White and others. He is editor, author and liberal Southern spokesman.

His recent autobiographical book, "Where Main Street Meets the River," reveals a good deal of living in his forty-six years. His career has rarely been a conventional one. Few Louisi-

anans, for example, would be likely to attend Maine's Bowdoin College, alma mater of Longfellow and Hawthorne.

After graduating from Bowdoin in 1927, Carter attended Columbia University's school of journalism and taught for a year at Tulane University before reporting for the New Orleans *Item-Tribune*. After working for the *United Press* in New Orleans and the *Associated Press* in Jackson, Miss., he founded the *Daily Courier* in his native Hammond, La.

John Cowles, president of the Minneapolis Star and Tribune, is honorary president of Sigma Delta Chi.



Then he took on Huey Long in the first of a series of battles that have marked his career. Four years later, in 1936, he launched the *Delta Star* in Greenville, Miss., and eventually his young daily absorbed a rival to become the *Delta Democrat-Times*.

Before entering military service with the national guard in 1940, he was a Niemann Fellow at Harvard University and one of the early staff of New York's *PM*. Five years of Army service ranged from Washington to editorship of the Middle Eastern editions of *Yank* and *Stars and Stripes*.

He received a Guggenheim fellowship for creative writing in 1945 and a Pulitzer prize for editorial writing a year later. His books include "Flood Crest" and "Southern Legacy" and he has been a forthright contributor to national magazines.

Bill Henry has called Washington his headquarters for the last decade but he is a native San Franciscan. He attended schools in this country, Switzerland and England before graduating from Occidental College.

Now 63, he started reporting for the Los Angeles *Times* in 1911 and first appeared on the air waves with Los Angeles' KHJ during radio's infancy in 1923. For years he was noted as a sports editor. He divided his time as radio newsman and newspaper reporter and columnist until he went to Europe for CBS in the mid 30's. He

returned as a war correspondent in 1939 and became CBS's chief Washington correspondent in 1943. In recent years he has had programs on both NBC and Mutual.

Bill has covered events from the Olympics and war in both main theaters to the Quebec and Dumbarton Oaks conferences. He won high praise for his televised comment over NBC on the 1952 presidential conventions.

Basil L. Walters, known to newspapermen everywhere as "Stuffy," is another of the long roster of Hoosier journalists. Born in Frankfort, Ind., in 1896, he attended Indiana University and did his first reporting for the

Richmond (Ind.) *Palladium* in 1915.

After World War I service with the U.S. Ambulance Service in Italy—he edited an Army newspaper at Milan—he started his career as a judge and handler of news and newspapermen as telegraph editor of the Indianapolis *Star*. After eight years as telegraph editor of the Milwaukee *Journal*, he became assistant and then managing editor of the Des Moines *Register* and *Tribune* in 1928.

After the Cowles brothers acquired the Minneapolis *Star* in 1937, "Stuffy" moved into one of the epic newspaper battles as editor, first of the *Star*, then of the *Star-Journal* and finally as executive editor of the *Star-Journal* and *Tribune*. In 1944 he became executive editor of the Knight Newspapers.

Making his headquarters in Chicago, he has devoted much time to the *Daily News* while keeping a weather eye on the other papers. His enterprise and judgment have been reflected in livelier newswriting and news display, in vigorous crusading in local, state and national affairs, in the emphasis of the famed *Daily News* foreign service on going everywhere and writing interpretively and colorfully on everything.

As chairman of the first freedom of information committee of the American Society of Newspaper Editors—he is president of the ASNE now—he was the instigator of the drive for a greater "right to know." His fighting instincts can be aroused equally by news suppression at the White House or in the country shop of an embattled weekly editor.

JOHAN COWLES, Sigma Delta Chi's honorary president, was born fifty-five years ago in Iowa, served in the Army in 1918 and was graduated from Harvard University in 1920. He has been in newspaper work ever since, although he is now chairman of the board of the Cowles Broadcasting Company as well as of the Des Moines *Register* and *Tribune* Company.

He has been president of the Minneapolis *Star* and *Tribune* Company and predecessor companies since 1935. He has also been in various offices, including first vice-president, of the *Associated Press*.

His many civic and business activities have included membership in the Harvard board of overseers (he is currently president of the Harvard Alumni Association), and service as a Ford Foundation and Carleton College trustee. He received a Presidential citation for his work in 1943 as special assistant to the Lend-Lease administrator and was a member of the Hoover Commission's committee on national defense.

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